

Our Great Mid-Season Sale

IS CROWDING THE STORE. DAY AFTER DAY THE EXCITEMENT INCREASES. SELDOM HAS A SALE ATTRACTED SUCH ATTENTION. THE MONEY SAVING CHANCES ARE PLAIN AS DAY AND THE PEOPLE ARE FULLY ALIVE TO THE MAGNITUDE OF THE IMPORTANCE OF PARTAKING OF ITS RECORD-BREAKING PRIVILEGES. TOMORROW MORNING AT 8 O'CLOCK

Begins the Second Week

OF OUR GREAT MID-SEASON SALE. ANOTHER WEEK OF TREMENDOUS PRICE-CUTTING, WITH A BARGAIN LIST GREATER THAN EVER. STOCKS STILL TOO LARGE. THEY MUST BE REDUCED AT ONCE. WE ARE PROVIDING THE BARGAINS JUST WHEN THEY ARE MOST WANTED, YOU CAN'T HELP BUY WHEN YOU SEE THE MONEY SAVING CHANCES THIS GREAT SALE ABOUNDS IN. NO ONE SHOULD MISS IT. EVERYTHING EXACTLY AS ADVERTISED.

HEADQUARTERS FOR SHIRT WAISTS.

The largest and most complete stock of Ladies' Shirt Waists in the city at tremendous reductions. Biggest stock in the city must be made the smallest. Look at the prices.

- 60c For Ladies' Blue Striped Percale Shirt Waists, plaited and four rows of embroidery insertion trim; value, \$1.00.
 27c For fancy striped lawn Shirt Waists, pink, lavender, light blue, etc.; value, 50c.
 48c For plain colored Chambray effect Waists, blue or pink, front trimmed with fancy band.
 59c For plain colored Percale Waists, with sailor collar and tie, in blue or pink or lavender; value, \$1.00.
 63c For satin striped and hemstitched and dotted linen Shirt Waists; value, \$1.25.
 98c For mercerized corded striped Shirt Waists; pink, blue, lavender, green, etc.; value, \$1.50.
 1.39 Hemstitched and plaited zephyr gingham Shirt Waists, pink, blue, tan; value, \$2.00.
 1.59 Fancy colored striped mercerized Shirt Waists; light or dark blue, pink; value, \$2.25.

WHITE.

- 49c For \$1.00 White Shirt Waists, good quality lawn, yoke effect or plaited and embroidery insertion trimmed front.
 73c For \$1.25 White Lawn Shirt Waists, insertion trimmed front.
 98c Best value anywhere—good quality lawn Shirt Waists, whole front of wide embroidery insertion; value, \$1.50 to \$2.00.
 1.19 For large variety of newest styles in white, lawn or mercerized Madras Waists; button back or front; value, \$2.00.
 1.39 For \$2.25 handsome white Shirt Waists, assorted styles, splendid values at \$2.25.
 Entire stock of fine Waists on sale during this Big Sale of Great Reductions.
- Two Big Bargains in Black Waists.
- 63c For \$1.00 fine black nearsilk Shirt Waists, latest style.
 79c For fine black lawn Shirt Waists, tucked or insertion trimmed yoke; value, \$1.25.

UNDERSKIRTS.

EXTRA BIG VALUES.

- 48c Gingham Underskirts; value, 75c.
 69c Black Satene Underskirts, with small ruffles; value, \$1.00.
 98c Extra good quality black satene Underskirts, deep accordion plaited ruffle; value, \$1.50.
 1.19 Lawn Underskirts in blue, pink, linen color; value, \$1.75.
 1.98 Extra fine quality black mercerized satene Underskirts; value, \$2.50.

SILK ETONS.

Latest styles, worth \$12.50 and \$15.00, for—

\$7.50 and \$8.50

RIBBONS.

Thousands upon thousands of beautiful Ribbons at sacrifice prices. The clearance of the season.

- Baby ribbon, ten yards on spool, value 15c, for spool, 20c.
 Satin Ribbon, good quality: No. 2 at, yard, 21c
 No. 5 at, yard, 3c
 No. 7 at, yard, 5c
 No. 9 at, yard, 7c
 No. 12 at, yard, 9c
 No. 15 at, yard, 12c
 No. 22 at, yard, 14c
 No. 30 at, yard, 16c
 No. 40 all silk Taffeta Ribbon, all colors, value 25c; for, yard, 16c
 No. 50 all silk Taffeta Ribbon, value 35c; for, yard, 23c
 Fancy striped Ribbons, large assortment, value 20c; for, yard, 11c
 No. 50 Moire Ribbon, black only, fine quality, value 30c; for, yard, 19c

MILLINERY DEPARTMENT.

33 1/3 Off

ON ALL

Trimmed Hats.

Your choice of the largest and most beautiful stock of trimmed hats in very newest up-to-date effects at 1/3 off our regular prices. Make your selection early while the variety is best.

- For Ladies' Ready-to-Wear Hats, large variety, in newest effects; value, \$2.00. 98c
 For Ladies' Rough and Ready Straw Sailors; value, 75c. 37c
 For Misses' Ready-to-Wear Hats, large and handsome assortment; value, \$2.00. 98c
 For Children's Ready-to-Wear Hats, a large variety to choose from; value \$1.00. 59c
 For Children's Trimmed Sailors; value 50c. 23c

IMMENSE SALE OF FLOWERS.

- For Daisy Wreaths, worth 10c, 5c
 Large variety of Wreaths; value 25c. 11c
 Large Bunch of Violets; natural and white; value 10c. 5c
 200 Dozen Assorted Flowers, embracing all varieties; value up to \$1.50, for— 29c

BIG SALE ON UMBRELLAS AND PARASOLS.

- 1.59 Fancy white silk Parasols, fine quality, rustic handles; value, \$1.75.
 1.14 White China Silk Parasols, plain or ruffled; value, \$1.50.
 25c Child's small satene Parasols, pink, blue, red.
 98c Ladies' storm serge Umbrellas, steel rod and frame; value, \$1.25.
 1.59 Ladies' finest quality Gloria Silk Umbrellas, sterling trimmed handles; value, \$2.50.

The Paris
 MILLINERY CO.
 262-66 S.O. MAIN STR.

CHILDREN'S DRESSES.

Big Reduction on Child's Dresses, 2 to 14 years.

- 59c Child's Linen Dress, 6 to 14 years, braid trimmings; value, 90c.
 73c Child's Dress, 6 to 14 years, assorted colors, stripes; value, \$1.00.
 98c Child's Sailor Dress, linen or dotted percale, or plain chambray, assorted colors; value, \$1.50; 6 to 14 years.
 1.75 Child's Dresses, 6 to 14 years, large variety of styles and colors; value, \$2.50.
 2.23 Child's Heavy Duck Dress, medium blue or red, narrow white braid trimmings; value, \$3.00; 6 to 14 years.

TOILET ARTICLES.

- Florida Water or Bay Rum, good quality 10c
 Extract Witch Hazel 10c
 Perfumed Ammonia 10c
 Eau de Cologne, finest quality 29c
 Petroleum Jelly, large jar 7c
 Petroleum Jelly, small jar 3c
 Talcum Powder, large box, screw top 10c
 Talcum Powder, small box 5c
 33 per cent Glycerine Soap, fine quality, box 19c
 Buttermilk Soap 6c
 Glycerine Soap 6c
 Spring Blossom Soap 15c
 Pure Buttermilk Soap, fine quality 10c

GLOVES.

- Immense Savings in Glove Department.
 1.69 The celebrated "Majestic" Heavy Street Glove, finest quality; value, \$2.00.
 1.49 The famous "Centemeri," finest quality kid glove; value, \$1.75.
 1.29 The "Carlton" genuine kid glove, all shades; value, \$1.50.
 89c The "Newport," heavy street glove; value, \$1.25.
 69c The "Le Trocadero," genuine kid glove; value, \$1.00.
 98c Misses' Finest Quality French Kid Glove, all shades; value, \$1.25.
 59c The celebrated Kayser Silk Glove, double up, all colors, guaranteed; value, 75c.
 42c Ladies' Lace Lisle Glove, in gray, white and black; value, 50c.

INFANTS' COATS.

In Cashmere, Bedford Cord and Silk. Value, \$1.50 to \$20.00. \$1.00 to \$12.50

A Record Breaking Sale OF

Ladies' Tailormade Suits.

A merciless price-cutting. A slaughter of 300 Ladies' Suits. All this season's latest styles. Value-giving beyond all ordinary possibilities. The greater our loss the greater your gain.

- \$4.95 For Ladies' Eton Suit, in gray, tan, navy, black; value, \$8.50.
 \$9.73 For Handsome Serge or Venetian Suits, worth \$17.50.
 \$6.98 For Ladies' Eton Suit in Venetian or Serge; regular \$11.00 Suits.
 \$11.95 For regular \$20.00 Suits, in tan, gray, brown, black, navy, red, gray.
 \$8.50 For Ladies' Suit, worth \$15.00 and \$16.00, in Serge, Cheviot, Venetian, black, navy, red, gray.
 \$16.00 Handsome new styles in Broadcloth, Venetian, Serge; value \$25.00 and \$27.50.

INFANTS' WEAR.

- 1.69 Infants' Short Dresses, embroidered yoke, ruffle, finest lawn; value, \$2.25.
 1.98 Infants' Short Dress, handsomely trimmed with embroidery, tucks; finest English lawn.
 3.09 Infants' Long Dress, finest quality English cambric, trimmed with embroidery, tucks; value, \$4.
 49c Infants' Long Outing Flannel Skirts, deep hem; value, 75c.
 25c Infants' Short Outing Flannel Skirts, good quality; value 35c.
 3c Infants' Bibs, lace trimmed; value, 6c.
 7c Infants' Bibs, lace trimmed; value, 10c.
 49c Infants' Fine Quality Flannel or Cashmere Sacques, silk embroidered; value, 75c.
 7c Infants' Knit Booties, white, pink, blue; value, 10c.

MUSLIN UNDERWEAR.

Money Saved on Every Item.

- 1.09 For Ladies' Nightgowns, fine quality cambric, square neck, embroidery trimmed; value, \$1.50.
 89c For Ladies' Nightgowns, fine quality muslin, lace or embroidery trimmed; value, \$1.25.
 1.09 Ladies' Chemise, Empire style, lace or embroidery trimmed, of fine cambric; value, \$1.50.
 1.29 Ladies' Chemise, round yoke, lace trimmed, finest quality English long cloth.
 1.98 Ladies' fine quality Cambric Skirts, four rows of torchon lace insertion and lace ruffle; value, \$1.75.
 1.29 Ladies' fine Cambric Skirts, four rows of torchon lace insertion and lace ruffle; value, \$1.75.
 49c Ladies' Muslin Drawers, deep embroidery or lace ruffle; value, 75c.
 1.09 Ladies' fine quality Cambric Drawers, umbrella style, trimmed with two rows of lace insertion and lace ruffle; value, \$1.50.

Knit Underwear.

- 4c Ladies' Sleeveless Cotton Vests; Ecu only; value 7c.
 6c Ladies' Sleeveless Cotton Vests, in white; value 10c.
 8c Ladies' Sleeveless Vests, Swiss ribbed; value 12c.
 19c Ladies' Sleeveless Vests, finest quality Maco cotton, Swiss ribbed; value 25c.
 23c Ladies' Sleeveless Vests, Maco cotton, lace stitched, taped arms; value 35c.
 43c Ladies' Knit Drawers, deep umbrella ruffle, lace trimmed; value 50c.
 19c Ladies' Knit Drawers, lace edge; value 30c.
 8c Misses' Sleeveless Vests, taped arms and neck; value 12c.
 19c Misses' fine ribbed Vests, long sleeves and high neck; value 25c.
 15c Child's Knit Drawers, knee length, lace edge; value 20c.

CORSETS.

- 98c For C. B. straight front, medium length, black, drab, white; value, \$1.25.
 98c C. B. French cut, in pink, blue, white, drab, black; value, \$1.25.
 1.35 C. B. straight front, gore, medium length, black and drab only; value, \$1.75.
 1.65 C. B. straight front, gore, medium length, fine quality, black, drab, white; value, \$2.00.
 97c C. B. straight front, medium length, black or drab; value, \$1.00.

EMBROIDERIES.

- Heavy Hamburg edge, ten inches wide, just the thing for Skirts, beautiful designs; value, 35c, for 27c
 Wide Hamburg edge or cambric, in open patterns; value 20c; for 12c
 Medium embroidery edge, very fine, value 15c and 20c, for 95

CHILD'S WHITE DRESSES

- Large Assortment From \$1.25, \$1.50, \$1.75, \$2.00, \$3.00.
 19c Child's Dresses in checked gingham, assorted colors; value, 25c; 2 to 4 years.
 58c Child's Dress, 2 to 4 years, blue or pink gingham, white embroidered or pique trimmings; value, 90c.

DRESS SKIRTS

- At Astonishing Low Prices.
 69c For Black Figured Mohair Skirts.
 2.89 For \$4.00 Black Serge Dress Skirts.
 3.48 For newest Etamine Dress Skirt, in brown, navy, castor, black; value, \$7.50.
 5.69 For Black Cloth or Serge Dress Skirts, latest styles; value, \$8.50.
 7.89 For \$10.00 Dress Skirts, in the styles; splendid materials.
 12.50 For Very Handsome Etamine or Broadcloth Skirts, newest styles; value, \$17.50 and \$18.50.

WRAPPERS.

- 39c For \$1.00 Wrappers in colored lawns. Another big bargain.
 59c For regular \$1.25 Percale Wrappers, assorted colors, deep flounce.
 98c For \$1.50 Wrappers, assorted, serviceable colors.